Application Serial No. 10/552,956   PATENT
Reply to Notice of Non-Compliance August 3, 2010   Docket: CU-4462

FAX TRANSMITTAL
REQUEST FOR AN EXAMINER INTERVIEW

FAXED TO: (571)- 270-4923

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Total of 12 pages

To: USPTO Examiner: Mr. Nathan C. UBER
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RE: U.S. Serial No. 10/552,956
Dear Examiner UBER:

Respectfully, please review our proposed amendments to the claim set for overcoming the outstanding rejection(s).

Please call me at your convenience at 312-408-2536.

I look forward to your reply phone call at your earliest convenience.

Very truly yours,

Loren K. Thompson, Ph.D., Reg. No. 45,918
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Amendments To The Claims

(PROPOSED ONLY FOR EXAMINER INTERVIEW)

1. **(currently amended)** A method for generating advertisement information to attract advertisement on an Internet, the method comprising the steps of:

maintaining a keyword database for recording multiple keywords, ~~type information of each keyword, predetermined reference information that corresponds to the type information,~~ and advertisement list information that corresponds to each keyword, in which the advertisement list information includes a number of advertisement files that include each keyword;

receiving ~~a predetermined~~ **an** event **inputted** from a user ~~, wherein the predetermined event is an action taken by the user while~~ utilizing the internet **wherein the event having at least one received keywork;**

identifying the received keyword from a frequently referred word in the event;

recording [[a]] **the received** keyword [[as]] **, a frequency and a recentness** history [[data]] **of the received event** ~~that corresponds to the received predetermined event from the user, wherein the history data comprises the number of times the predetermined event is inputted by the user and a period of time over which the predetermined event is inputted by the user;~~

searching **the event for the received keyword, frequency and recentness of the event** ~~for the type information of the keyword~~ by referring to the keyword database ~~, wherein the type information represents an effective period that is predetermined for the keyword; searching for the predetermined reference information that corresponds to the type information of the keyword, wherein the predetermined reference information comprises several conditions including a number of times an event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event; determining~~ **to determine** whether the **user is interested in the received** keyword ~~is an interested field of the user in view of the predetermined reference information~~;

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generating an advertisement file ~~including~~ **associated with the received**
keyword when the **user is determined to be interested in the received** keyword ~~that~~
~~is determined to be the interested field of the user~~;

updating a number of advertisement files in the advertisement list information
stored in the keyword database **when the user is determined to be interested in the**
received keyword; [[and]]

generating **and providing** advertisement information ~~including~~ **associated**
with the **received** keyword **to the user;** and

updating the advertisement list information ~~updated~~ with the ~~number of~~
advertisement ~~files~~ **information**.

2. **(currently amended)** The method according to claim 1, wherein the **predetermined**
event is **associated with** one among [[a]] **the received** keyword inputted at a search
window of an Internet search engine by the user, a web page address inputted at an
address window of a web browser by the user, and a hypertext markup language link
selected on the web browser by the user.

3. (canceled)

4. **(currently amended)** The method according to claim 3, wherein the **frequency and**
recentness of the event ~~predetermined reference information~~ includes a number of
times the ~~predetermined~~ event is inputted from the user during [[the]] **a** predetermined
effective period.

5-7. (unchanged)

8. **(currently amended)** A method for attracting an advertisement on an Internet, the
method comprising the steps of:

maintaining a keyword database for storing multiple keywords and
advertisement information according to the keywords;

receiving**, from one among a search window of an Internet search engine, a**

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web page address window of a web browser, and a hypertext markup language link of the web browser, a first advertisement request that includes an advertisement keyword ~~from a first sponsor, wherein the advertisement keyword~~ which corresponds to one of the multiple keywords stored in the keyword database ~~and the advertisement request is a request for the advertisement information about the advertisement keyword so that the first sponsor can determine whether or not to purchase the advertisement keyword~~;

     identifying the advertisement keyword from a frequently referred word in the first advertisement request;

     searching [[for]] the advertisement information that corresponds to the advertisement keyword by referring to the keyword database and ~~when there is no advertisement information corresponding to the advertisement keyword in the keyword database,~~ recording **the advertisement keyword, a frequency and a recentness history of** the received advertisement keyword **by** [[and]] incrementing a request counter value for the advertisement keyword in a predetermined storing means, wherein the request counter value is a number of times ~~an~~ the advertisement keyword is requested by a sponsor;

     processing [[the]] advertisement information that corresponds to the advertisement keyword and providing the advertisement information corresponding to the advertisement keyword to a web browser of the first sponsor;

     receiving a purchase response from the first sponsor, in which the purchase response includes first advertisement data of the first sponsor; and

     recording, in a first advertisement database, the advertisement keyword and the first advertisement data from the first sponsor that corresponds to the advertisement keyword.

9. (unchanged)

10. **(currently amended)** The method according to claim 8, wherein the [[the]] advertisement information includes at least one of information for a number of generated advertisement files, information for a number of impressions of a web page

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corresponding to the advertisement keyword, and price information of the advertisement keyword.

11-12. (unchanged)

13. **(currently amended)** A method for providing a predetermined advertisement to a user of a search engine, the method comprising the steps of:

       maintaining an advertisement database for storing multiple keywords and multiple advertisement data that correspond to the **multiple** keywords;

       receiving an access request from a user, wherein the access request includes an advertisement file stored in a user's terminal;

       identifying an advertisement keyword from a frequently referred word in the advertisement file;

       extracting [[a]] **the advertisement** keyword recorded in the advertisement file ~~received~~;

       searching for the advertisement data that corresponds to the **advertisement** keyword by referring to the advertisement database; and

       processing the advertisement data corresponding to the **advertisement** keyword and providing the same to a web browser of the user; wherein

       the advertisement database is updated through the steps of:

       maintaining a keyword database for storing multiple keywords and advertisement information according to the keywords;

       receiving an advertisement request that includes an advertisement keyword from a sponsor, wherein the advertisement keyword corresponds to one of the multiple keywords stored in the keyword database and the advertisement request is a request for the advertisement information about the advertisement keyword so that the sponsor can determine whether or not to purchase the advertisement keyword;

       searching for the advertisement information that corresponds to the advertisement keyword by referring to the keyword database ~~when there is no advertisement information corresponding to the advertisement keyword in the keyword database~~, recording the received advertisement keyword and incrementing a

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request counter value for the advertisement keyword in a predetermined storing means, wherein the request counter value is a number of times an advertisement keyword is requested by a sponsor;

processing the advertisement information that corresponds to the advertisement keyword and providing the advertisement information corresponding to the advertisement keyword to a web browser of the sponsor;

receiving a purchase response from the sponsor, in which the purchase response includes advertisement data of the sponsor; and

recording, in the advertisement database, the advertisement keyword and the advertisement data that corresponds to the advertisement keyword.

14.   **(currently amended)** A method for providing a predetermined advertisement to a user of a search engine, the method comprising the steps of:

maintaining a first advertisement database for storing multiple keywords and multiple first advertisement data that correspond to the keywords;

maintaining a second advertisement database for storing multiple second advertisement data that corresponds to a predetermined keyword;

receiving an access request from a user, wherein the access request includes an advertisement file stored in a user's terminal;

identifying an first keyword from a frequently referred word in the received advertisement file;

extracting a first keyword recorded in the received advertisement file;

searching for the first advertisement data that corresponds to the first keyword by referring to the first advertisement database;

receiving a second keyword from the user;

searching for the second advertisement data that corresponds to the second keyword by referring to the second advertisement database;

constructing a user interface screen by arranging the first advertisement data or the second advertisement data according to predetermined criteria; and

providing the user interface screen to a web browser of the user such that both the first advertisement data and the second advertisement data are provided to the user

simultaneously; wherein

the first advertisement database is updated through the steps of:

maintaining a keyword database for storing multiple keywords and advertisement information according to the keywords;

receiving an advertisement request that includes an advertisement keyword from a sponsor, wherein the advertisement keyword corresponds to one of the multiple keywords stored in the keyword database and the advertisement request is a request for the advertisement information about the advertisement keyword so that the sponsor can determine whether or not to purchase the advertisement keyword;

searching for the advertisement information that corresponds to the advertisement keyword by referring to the keyword database **when there is no advertisement information corresponding to the advertisement keyword in the keyword database**, recording the received advertisement keyword and incrementing a request counter value for the advertisement keyword in a predetermined storing means, wherein the request counter value is a number of times an advertisement keyword is requested by a sponsor;

processing the advertisement information that corresponds to the advertisement keyword and providing the advertisement information corresponding to the advertisement keyword to a web browser of the sponsor;

receiving a purchase response from the sponsor, in which the purchase response includes advertisement data of the sponsor; and

recording, in the first advertisement database, the advertisement keyword and the advertisement data that corresponds to the advertisement keyword.

15-17. (unchanged)

18.   (canceled)

19.   **(currently amended)** An Internet advertisement system comprising:

a central server comprising:

a keyword database recording multiple keywords, **type information of each keyword, predetermined reference information that corresponds to the type**

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~~information,~~ advertisement list information that corresponds to each keyword, in which the advertisement list information includes a number of advertisement files that include each keyword, ~~wherein the type information represents an effective period that is predetermined for the keyword and the predetermined reference information comprises several conditions including a number of times an event is inputted,~~ a frequency of [[the]] <u>generation of an</u> event ~~generation~~, recentness of the event generation, and a predetermined priority associated with the event;

a communication part receiving ~~a predetermined~~ <u>the</u> event from a user, wherein the ~~predetermined~~ event is an action taken by the user while utilizing the internet;

a processing part <u>**identifying a keyword from a frequently referred word in the received event and**</u> recording [[a]] <u>the</u> keyword<u>, a frequency and</u> [[as]] history data that corresponds to the received ~~predetermined~~ event from the user, ~~searching for the type information of the keyword and the predetermined reference information that corresponds to the type information of the keyword by referring to the keyword database,~~ and determining whether the keyword is an interested field of the user according to ~~the predetermined reference information and type information of the keyword searched in the keyword database, wherein~~ the <u>**frequency and**</u> history data ~~comprises the number of times the predetermined event is inputted by the user~~ <u>of the event</u> and a period of time over which the ~~predetermined~~ event is inputted by the user;

an advertisement file preparing part extracting the keyword determined to be the interested field of the user and generating an advertisement file including the extracted keyword, in which the advertisement file includes at least one of a user's terminal number (PC ID), an identifying symbol of the user, and expiration date information of the advertisement file;

an advertisement information generating part updating a number of advertisement files in the advertisement list information stored in the keyword database and generating advertisement information including the keyword and the advertisement list information updated with the number of advertisement files; and

an advertisement server comprising:

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an advertisement database storing multiple keywords and multiple advertisement data that corresponds to the keywords;

an advertisement transmitting part processing the advertisement data that corresponds to the keyword included in the advertisement file by referring to the advertisement database, and providing the advertisement data that is processed to a web browser of the user;

a storing part storing history information with respect to the providing of the advertisement data to the user; **and**

an analyzing part providing predetermined feedback information to a sponsor who has registered the advertisement data, according to the history information.

20-22 (unchanged)

23.   **(currently amended)** The method according to claim 8, wherein the multiple keywords and the advertisement information maintained in the keyword database are generated by:

receiving a ~~predetermined~~ event from a user;

identifying a keyword from a frequently referred word in the first event;

recording the keyword**, a frequency and** [[as]] history data that corresponds to the received ~~predetermined~~ event from the user, wherein the history data comprises the number of times the ~~predetermined~~ event is inputted by the user and a period of time over which the ~~predetermined~~ event is inputted by the user;

searching for ~~type information of~~ the keyword by referring to the keyword database**,** ~~wherein the type information represents~~ **within** an effective period that is predetermined for the keyword;

searching for predetermined reference information that corresponds to ~~the type information of~~ the keyword, wherein the predetermined reference information comprises several conditions including a number of times an event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event;

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determining whether the keyword is an interested field of the user in view of ~~predetermined reference information~~ **the number of times the event is inputted, the frequency of the event generation, the recentness of the event generation, and the predetermined priority associated with the event**;

generating an advertisement file including the keyword that is determined to be the interested field of the user;

updating a number of advertisement files in an advertisement list information stored in the keyword database; and

generating the advertisement information including the keyword and the advertisement list information updated with the number of advertisement files.

24. **(currently amended)** The method according to claim 13, wherein the multiple keywords and the advertisement information maintained in the keyword database are generated by:

receiving ~~a predetermined~~ **the** event from a user;

recording the keyword**, the frequency of the event generation, the recentness of the event generation** ~~as history data that corresponds to the received predetermined event from the user, wherein the history data comprises the number of times the predetermined event is inputted by the user~~ and a period of time over which the ~~predetermined~~ event is inputted by the user;

searching for ~~type information of~~ the keyword by referring to the keyword database**,** ~~wherein the type information represents~~ **within** an effective period that is predetermined for the keyword;

searching for predetermined reference information that corresponds to ~~the type information of~~ the keyword, wherein the predetermined reference information comprises several conditions including a number of times an event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event;

determining whether the keyword is an interested field of the user in view of ~~predetermined reference information~~ **the number of times the event is inputted, the frequency of the event generation, the recentness of the event generation,**

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and the predetermined priority associated with the event;

   generating the advertisement file including the keyword that is determined to be the interested field of the user;

   updating a number of advertisement files in an advertisement list information stored in the keyword database; and

   generating the advertisement information including the keyword and the advertisement list information updated with the number of advertisement files.

25. **(currently amended)** The method according to claim 14, wherein the multiple keywords and the advertisement information maintained in the keyword database are generated by:

   receiving a ~~predetermined~~ event from a user;

   recording the keyword, a number of times the event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event ~~as history data that corresponds to the received predetermined event from the user, wherein the history data comprises the number of times the predetermined event is inputted by the user and a period of time over which the predetermined event is inputted by the user~~;

   searching for ~~type information of~~ the keyword by referring to the keyword database, wherein the type information represents an effective period that is predetermined for the keyword;

   searching for predetermined reference information that corresponds to the ~~type information of the~~ keyword, wherein the predetermined reference information comprises several conditions including a number of times [[an]] <u>the</u> event is inputted, a frequency of the event generation, recentness of the event generation, and a predetermined priority associated with the event;

   determining whether the keyword is an interested field of the user in view of ~~predetermined reference information~~ **the number of times the event is inputted, the frequency of the event generation, the recentness of the event generation, and the predetermined priority associated with the event**;

   generating the advertisement file including the keyword that is determined to be

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the interested field of the user;

    updating a number of advertisement files in an advertisement list information stored in the keyword database; and

    generating the advertisement information including the keyword and the advertisement list information updated with the number of advertisement files.

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